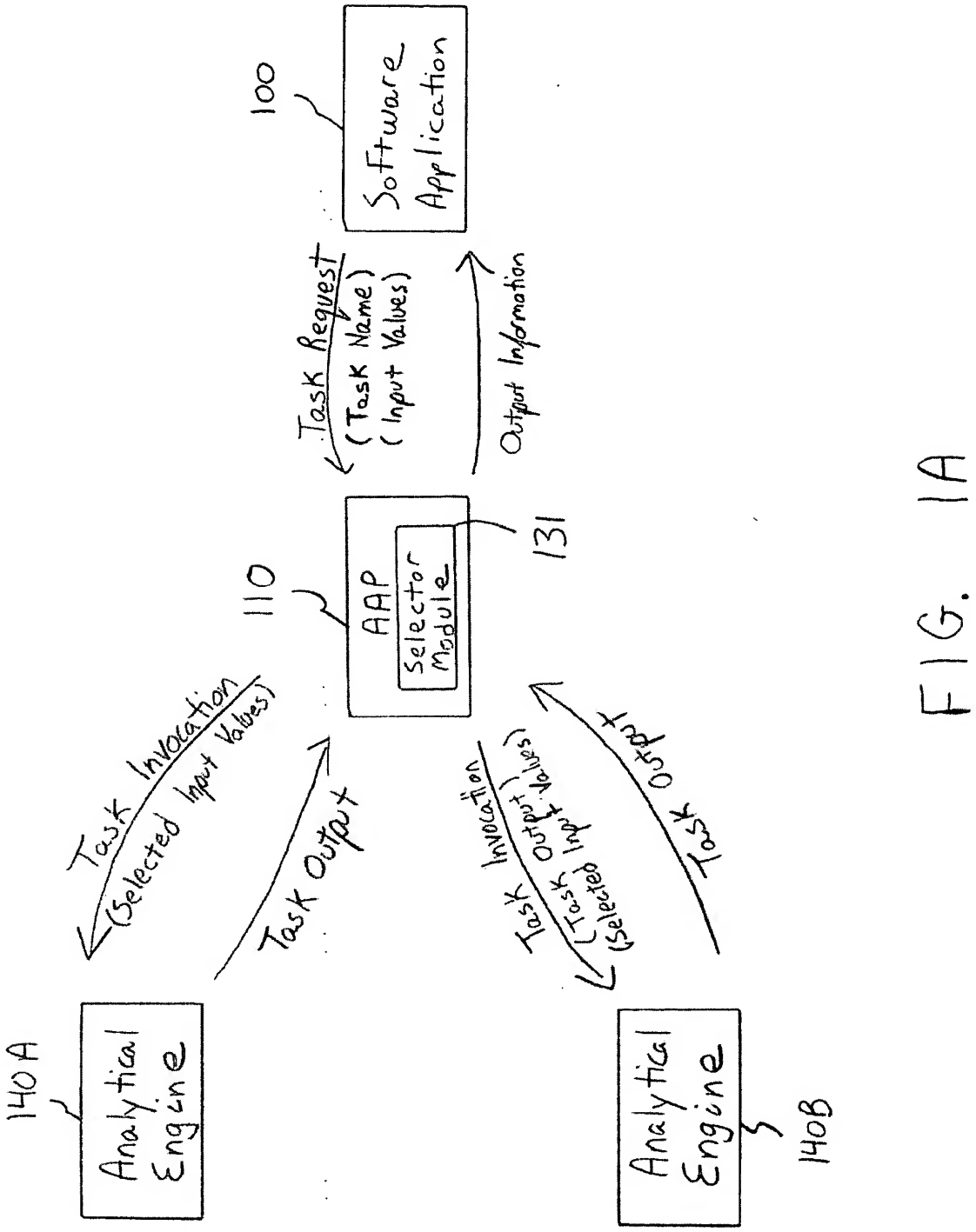

100
Software Application
Task Request
(Task Name)
(Input Values)
Output Information
110
AAP
Selector Module
131
Task Invocation
(Selected Input Values)
Task Output
Task Invocation
(Task Output Values)
(Selected Input Values)
Task Output
140A
Analytical Engine
140B
Analytical Engine

FIG. 1A

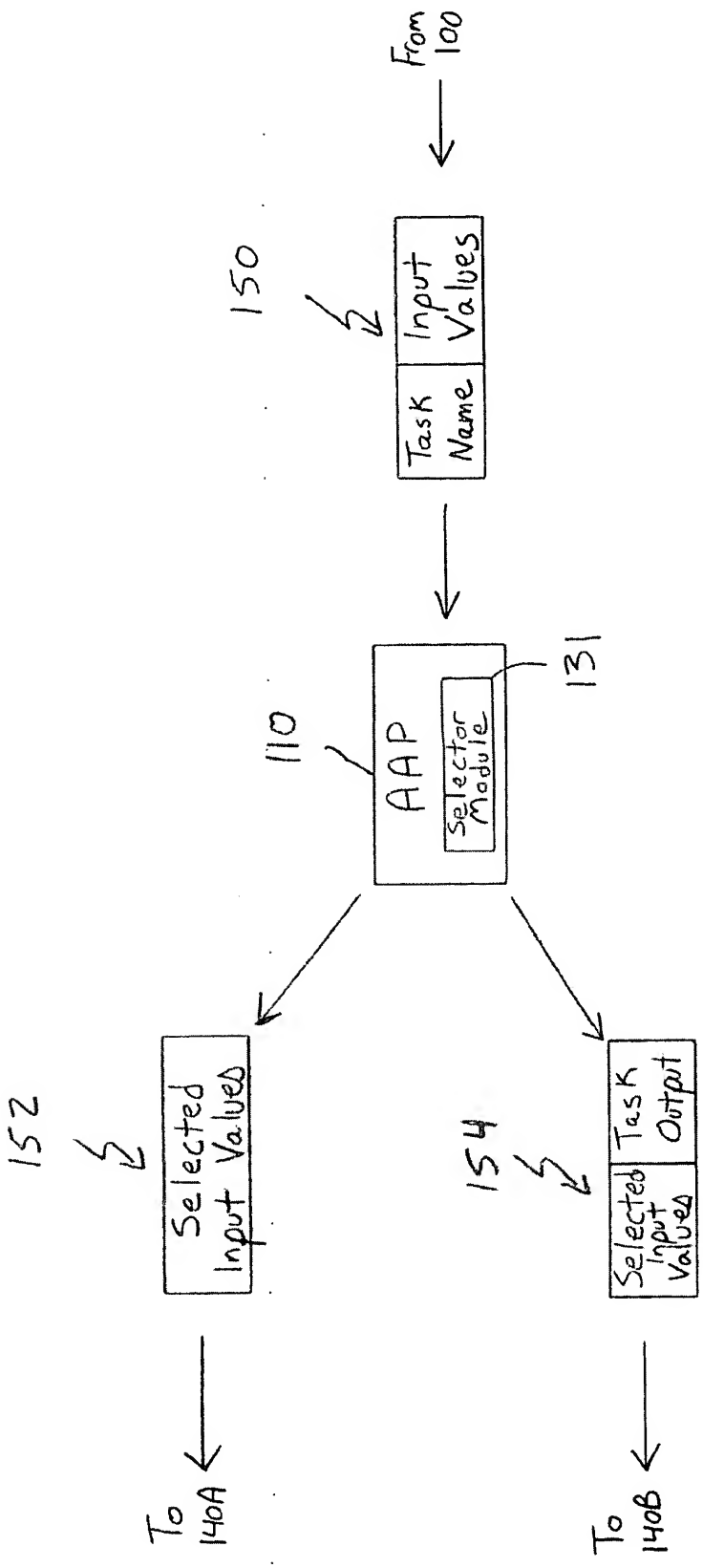

From 100
150
Task Name
Input Values
110
AAP
Selector Module
131
152
Selected Input Values
154
Selected Input Values
Task Output
To 140A
To 140B

FIG. 1B

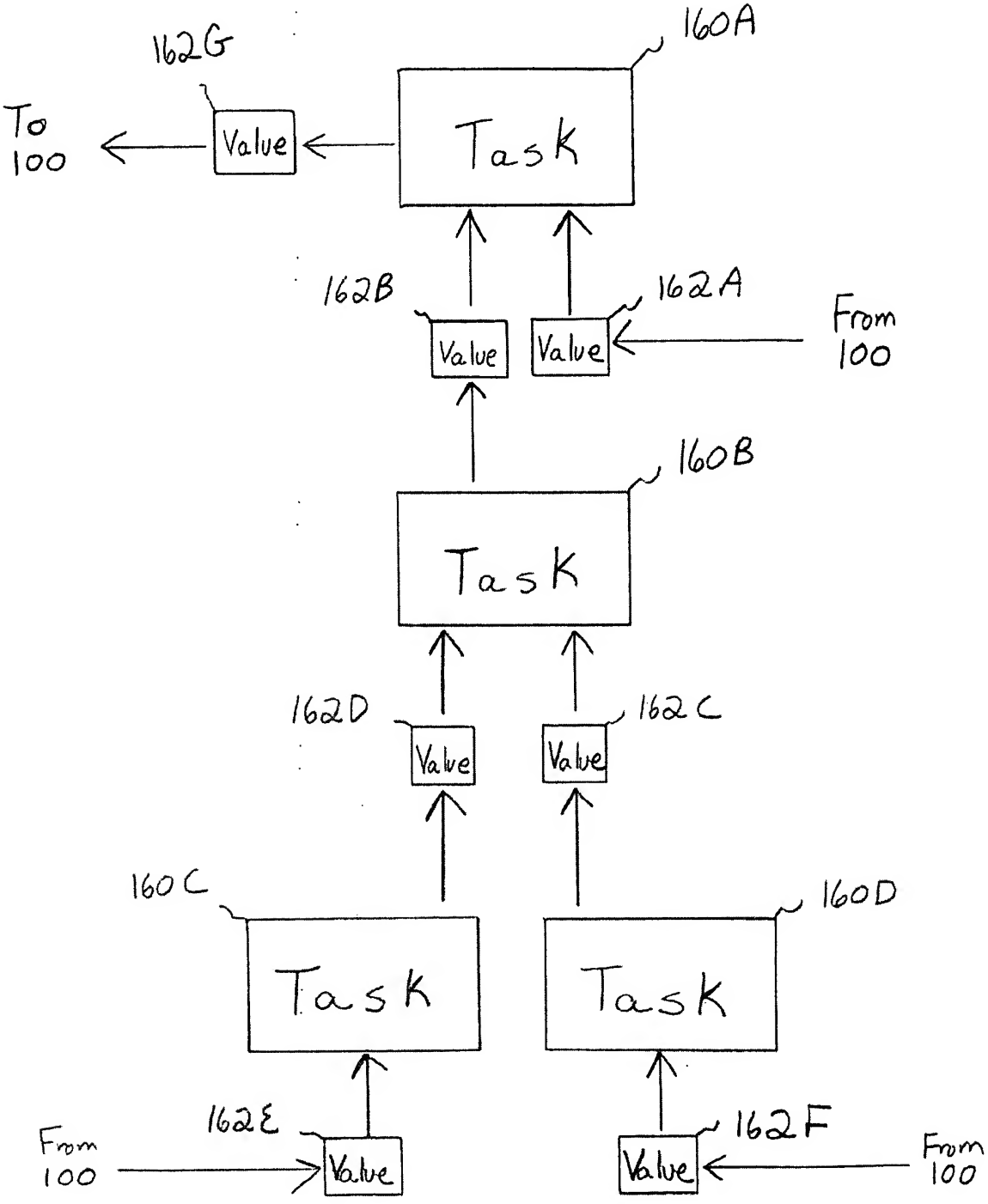

160A
162G
To
100
Value
Task
162B
162A
From
100
Value
Value
160B
Task
162D
162C
Value
Value
160C
160D
Task
Task
162E
162F
From
100
Value
Value
From
100

FIG. 1C

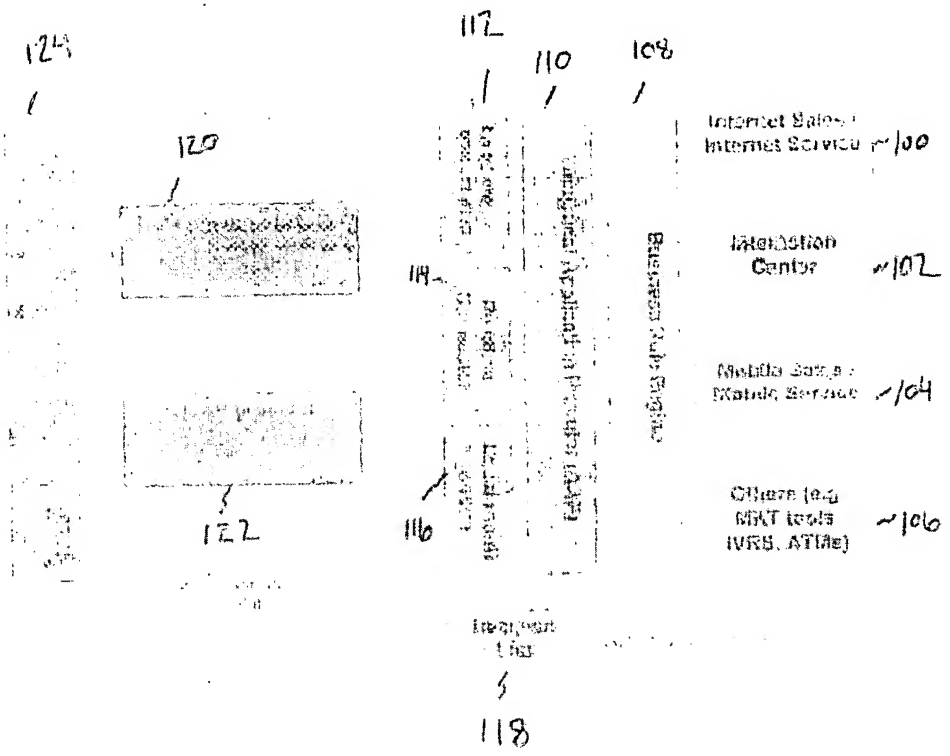

124
120
122
117
110
108
116
118
Internet Service
~100
Interaction Center
~102
~104
Others (e.g. MMT tools IVRS, ATMs)
~106

FIG. 1D

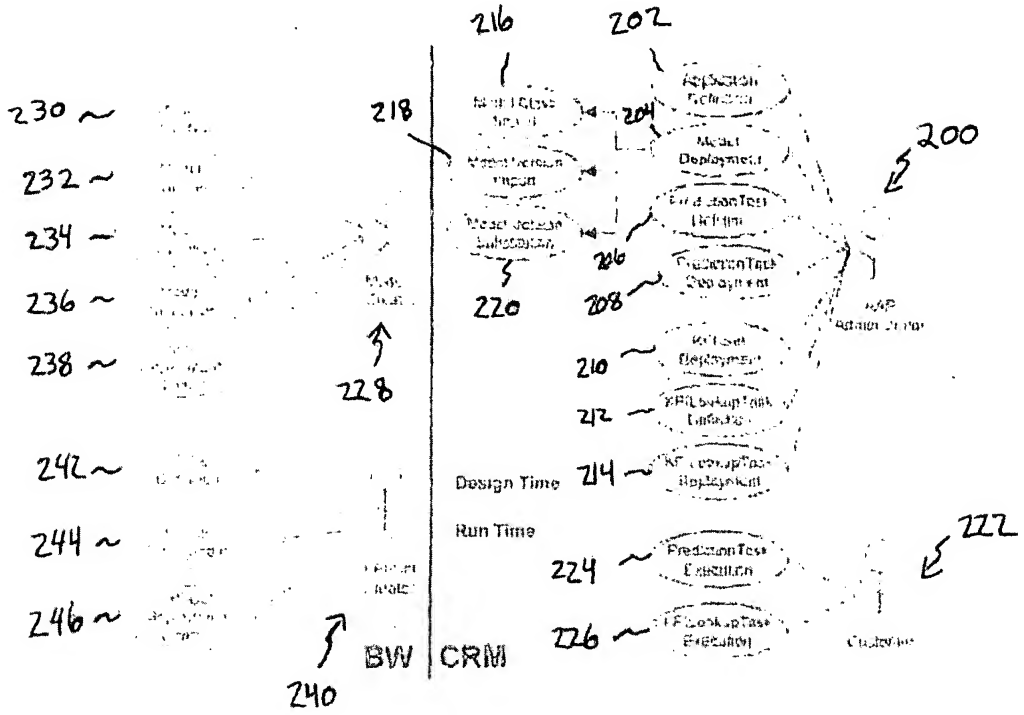

216
202
230
218
204
200
232
234
206
220
208
236
238
228
210
212
242
Design Time
214
244
Run Time
222
224
246
226
BW
CRM
240

FIG. 2

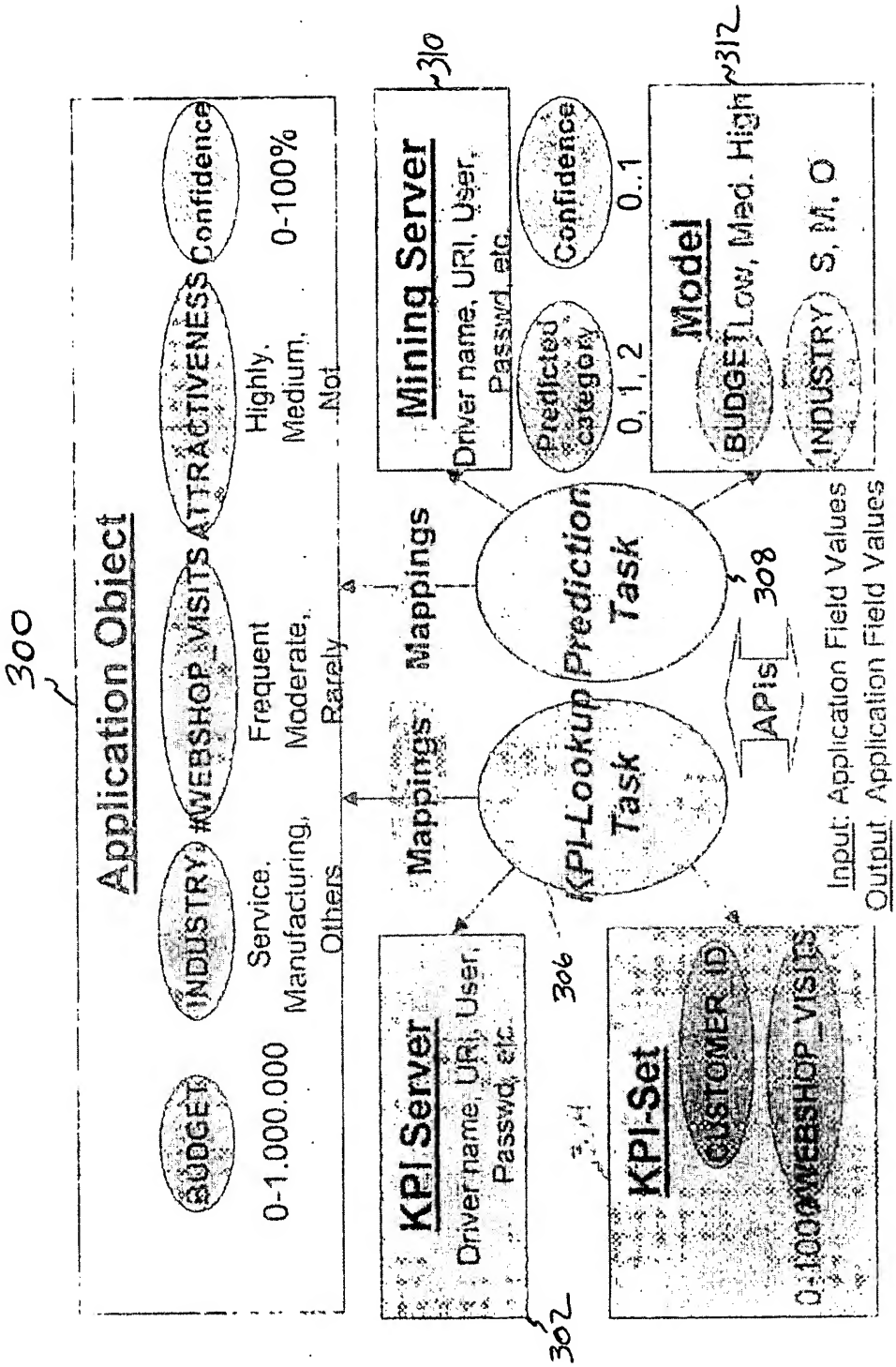

300
Application Object
BUDGET
0-1.000.000
INDUSTRY
Service,
Manufacturing,
Others
#WEBSHOP_VISITS
Frequent
Moderate,
Rarely
ATTRACTIVENESS
Highly,
Medium,
Not
Confidence
0-100%
KPI Server
Driver name, URI, User,
Passwd, etc.
302
Mappings
306
KPI-Lookup Task
Prediction Task
APIs
308
Mining Server
Driver name, URI, User,
Passwd, etc.
310
Predicted category
0, 1, 2
Confidence
0..1
Model
312
BUDGET Low, Med. High
INDUSTRY S, M, O
KPI-Set
CUSTOMER_ID
0..100 #WEBSHOP_VISITS
Input: Application Field Values
Output Application Field Values

FIG. 3

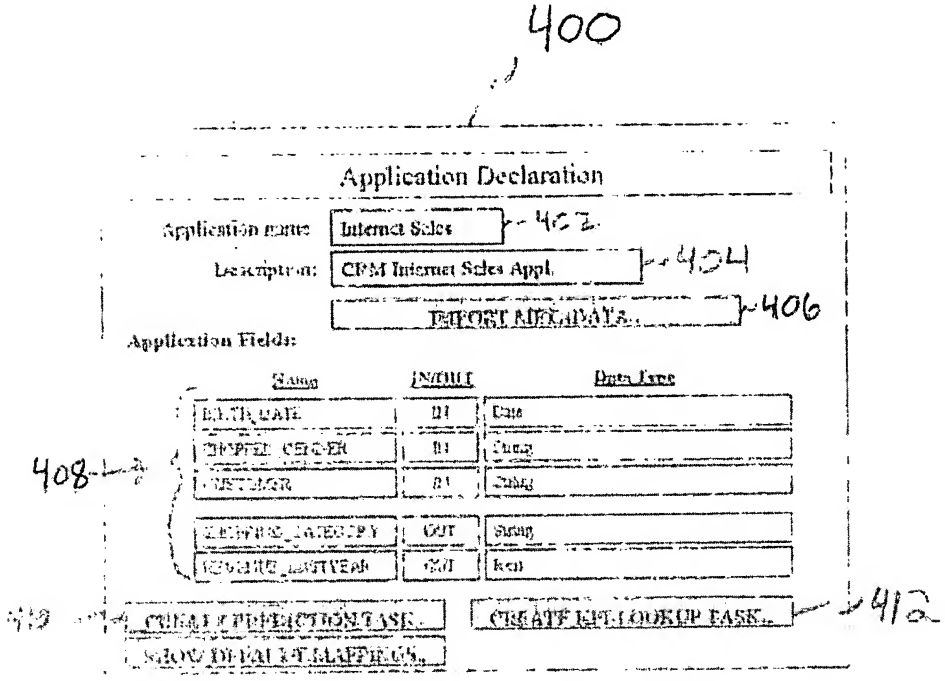

400
Application Declaration
Application name:
Internet Sales
402
Description:
CPM Internet Sales Appl.
404
IMPORT METADATA...
406
Application Fields:
Name
Input
Data Type
Date
String
Integer
408
410
CREATE PREDICTION TASK...
CREATE INPUT LOOKUP TASK...
412
SHOW DEFAULT MAPPINGS...

FIG. 4

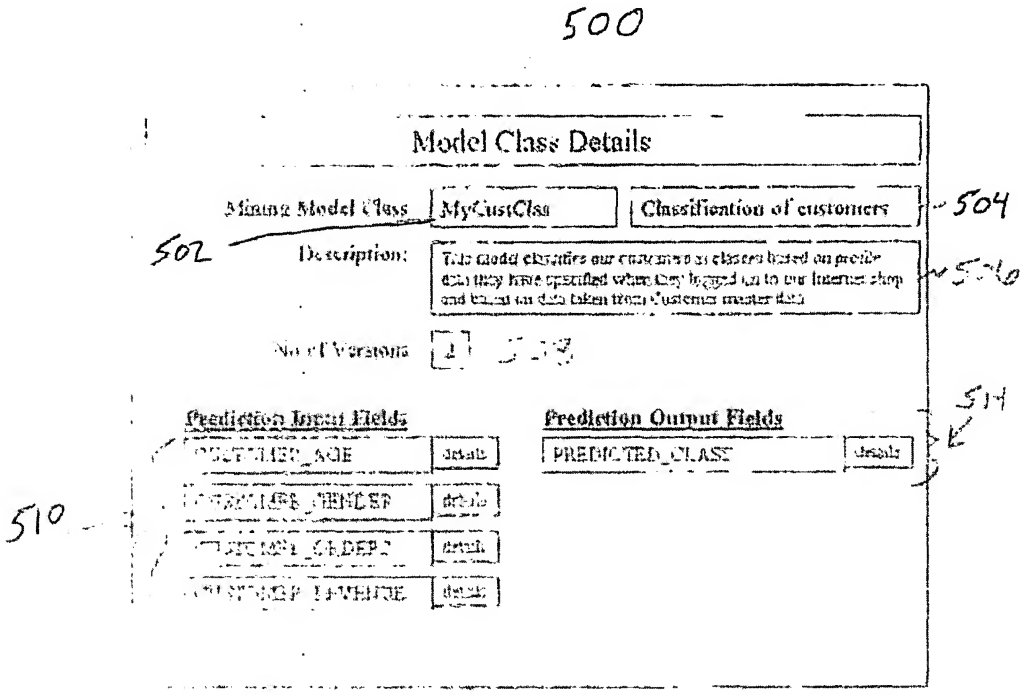

500
Model Class Details
Mining Model Class
MyCustClas
Classification of customers
504
502
Description:
This model classifies our customers as clusters based on profile data they have specified when they logged on to our Internet shop and based on data taken from customer master data
506
Number of Versions
1
508
Prediction Input Fields
Prediction Output Fields
514
PREDICTED_CLASS
details
510

Fig. 5H

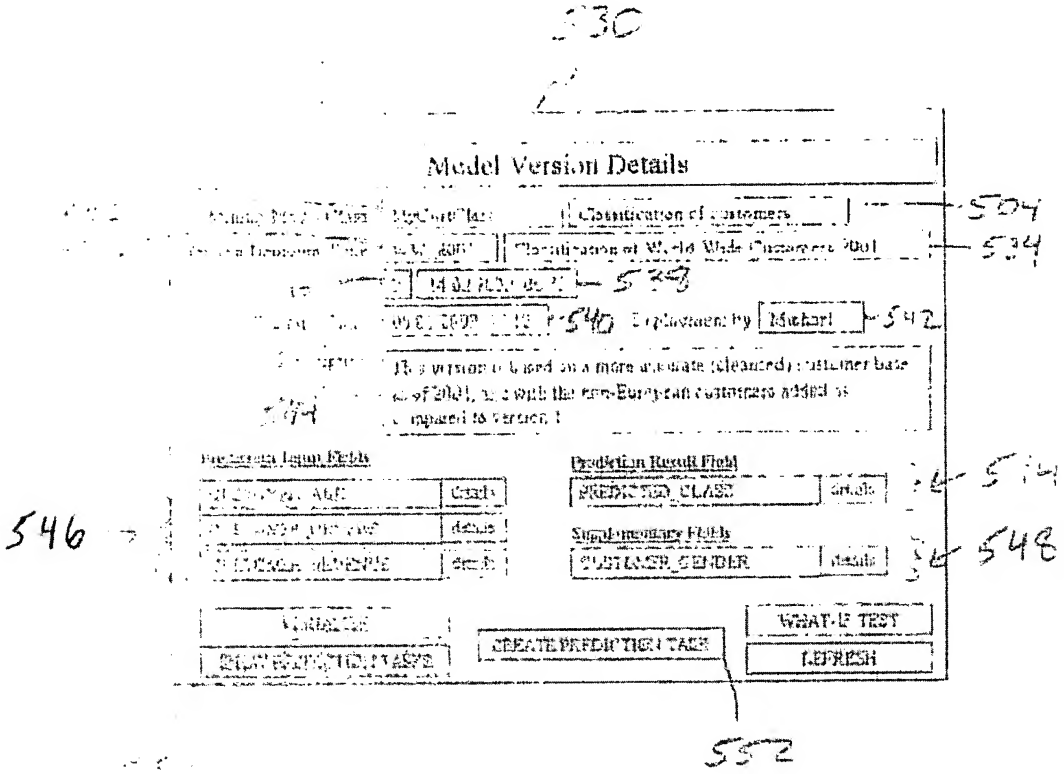

530
Model Version Details
504
534
549
540
542
544
546
548
552
WHAT-IF TEST
REFRESH

FIG. 5B

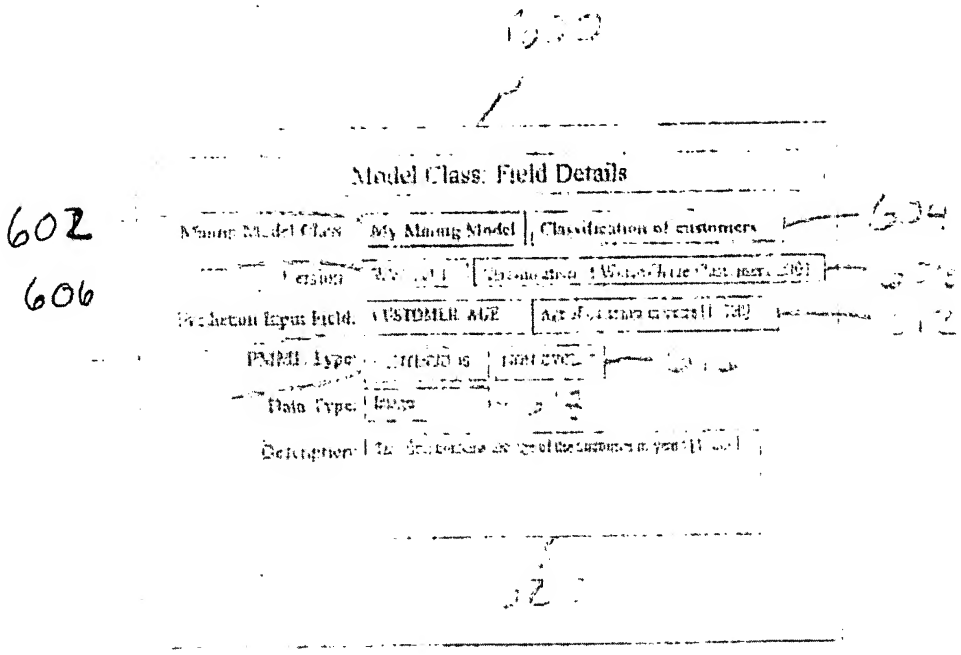

Model Class: Field Details
602
606
Classification of customers
CUSTOMER AGE

FIG. 6A

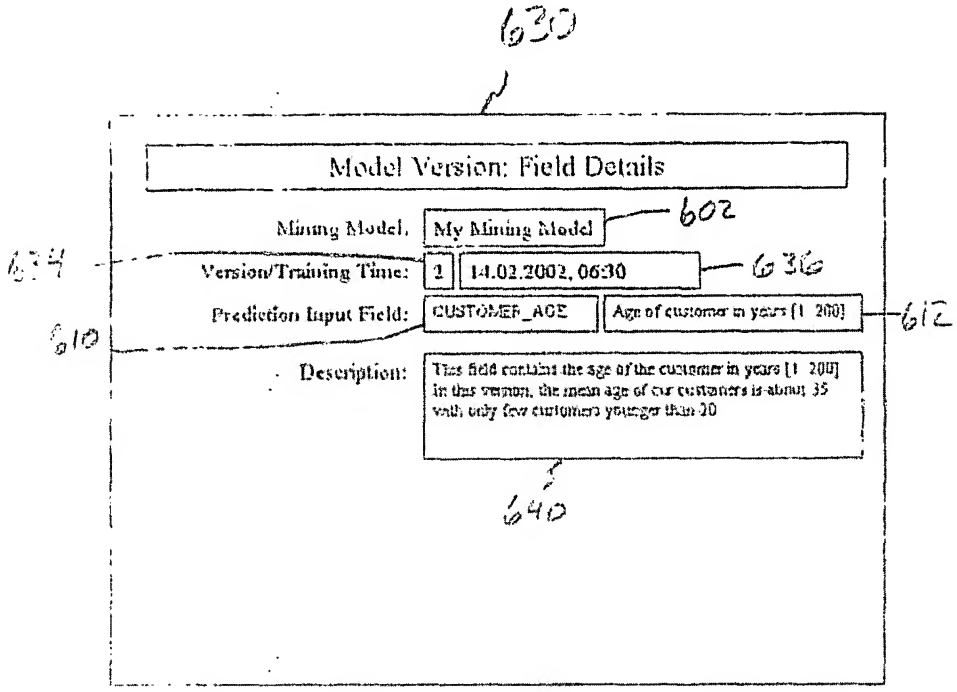
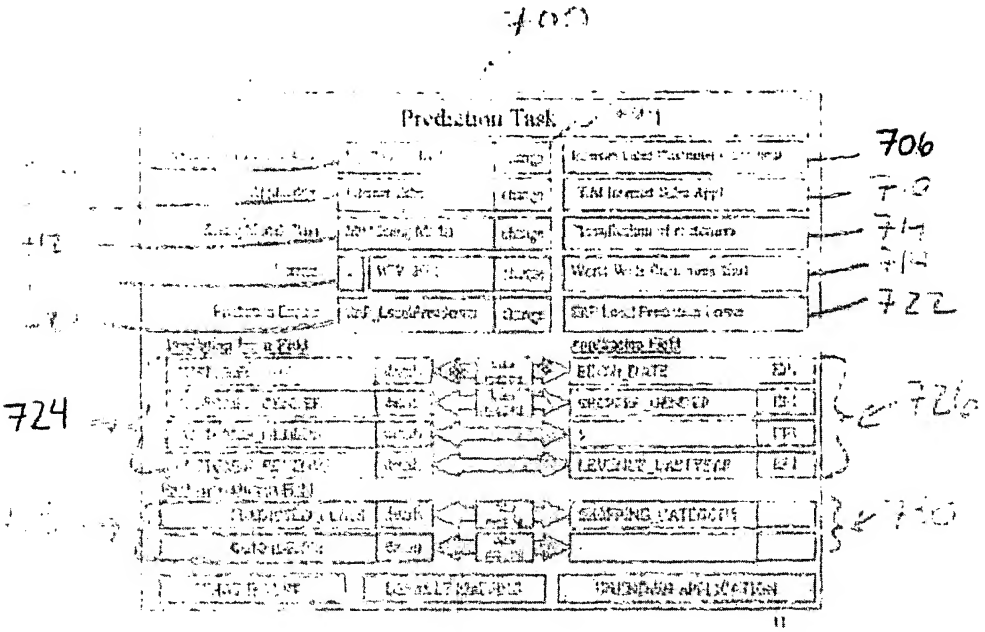

630
Model Version: Field Details
Mining Model:
My Mining Model
602
634
Version/Training Time:
1
14.02.2002, 06:30
636
Prediction Input Field:
CUSTOMER_AGE
Age of customer in years [1 200]
612
610
Description:
This field contains the age of the customer in years [1 200]
In this version, the mean age of our customers is about 35
with only few customers younger than 20
640

FIG. 6B


Prediction Task
706
724
726
710

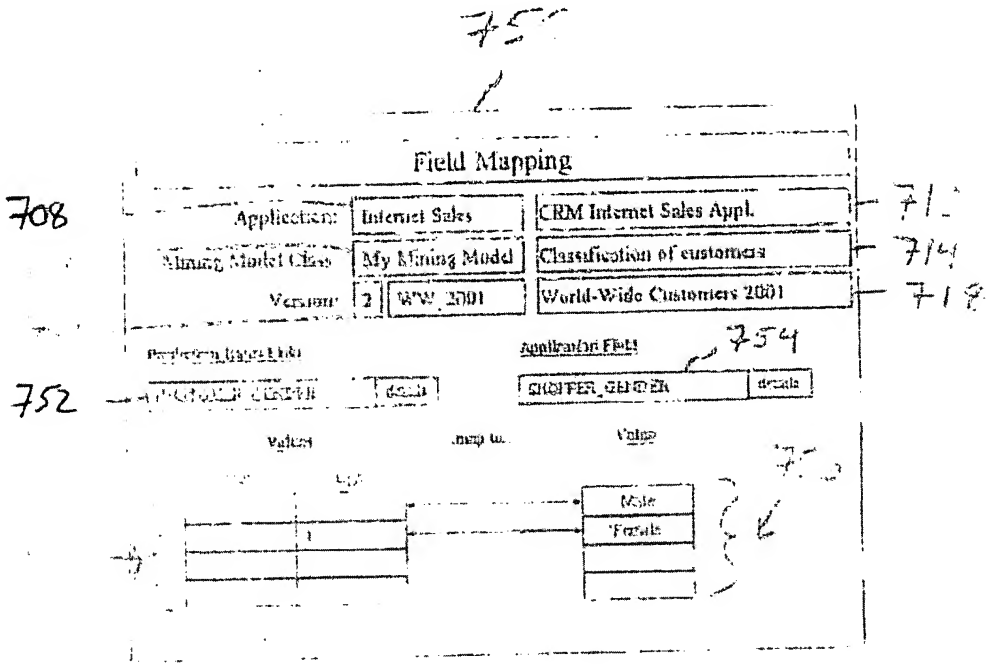

Field Mapping
Application:
Internet Sales
CRM Internet Sales Appl.
Mining Model Class
My Mining Model
Classification of customers
Version:
2
WW_2001
World-Wide Customers 2001
details
details
Values
Value
Male
Female

FIG. 7B

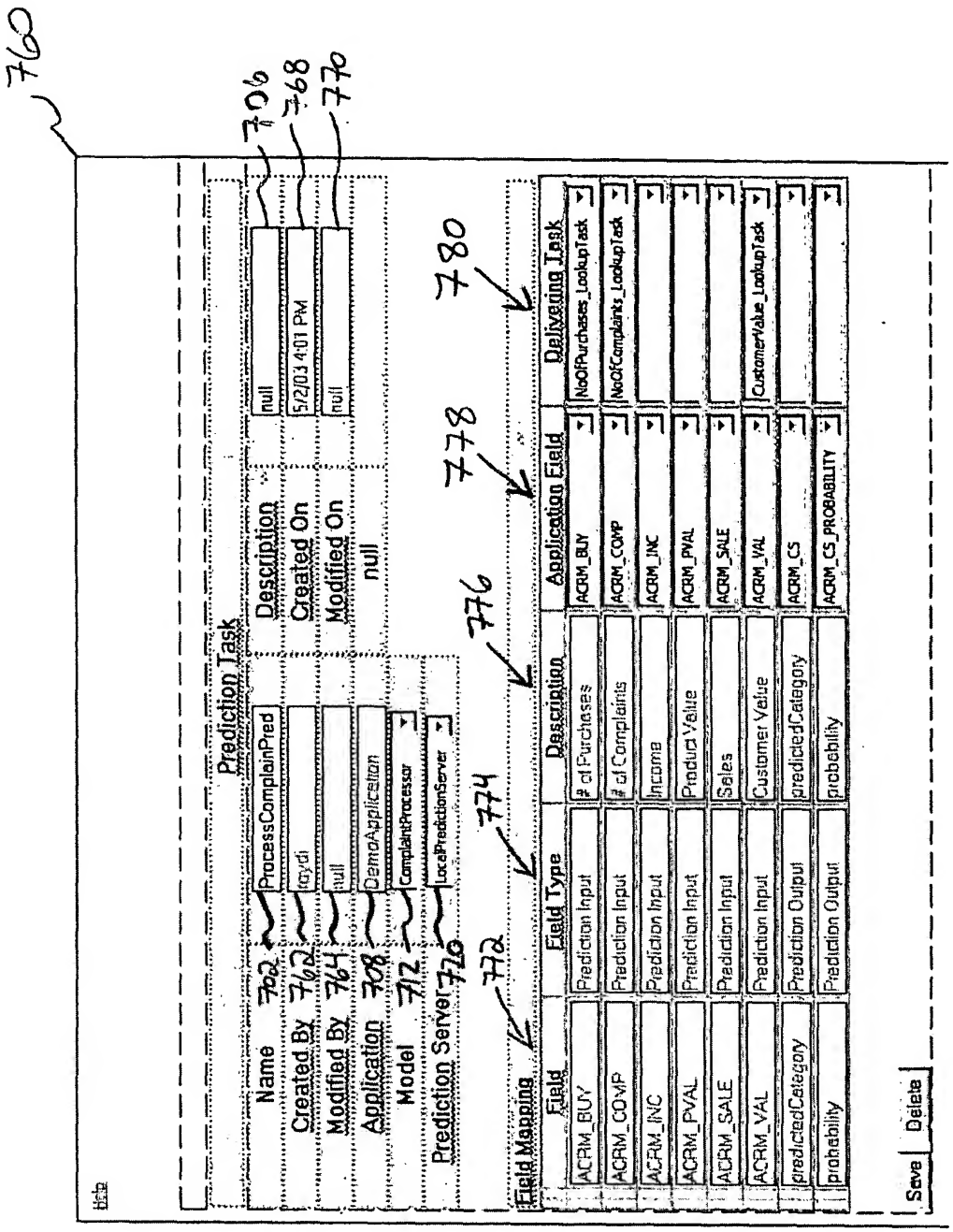

760
706
768
770
Prediction Task
Name 702
ProcessComplainPred
Description
null
Created By 762
cyndi
Created On
5/2/03 4:01 PM
Modified By 764
null
Modified On
null
Application 708
DemoApplication
null
Model 712
ComplaintProcessor
Prediction Server 710
LocalPredictionServer
774
776
778
780
772
Field Mapping
Field
Field Type
Description
Application Field
Delivering Task
ACRM_BUY
Prediction Input
# of Purchases
ACRM_BUY
NoOfPurchases_LookupTask
ACRM_COMP
Prediction Input
# of Complaints
ACRM_COMP
NoOfComplaints_LookupTask
ACRM_INC
Prediction Input
Income
ACRM_INC
ACRM_PVAL
Prediction Input
Product Value
ACRM_PVAL
ACRM_SALE
Prediction Input
Sales
ACRM_SALE
ACRM_VAL
Prediction Input
Customer Value
ACRM_VAL
CustomerValue_LookupTask
predictedCategory
Prediction Output
predictedCategory
ACRM_CS
probability
Prediction Output
probability
ACRM_CS_PROBABILITY
Save
Delete

FIG. 7C

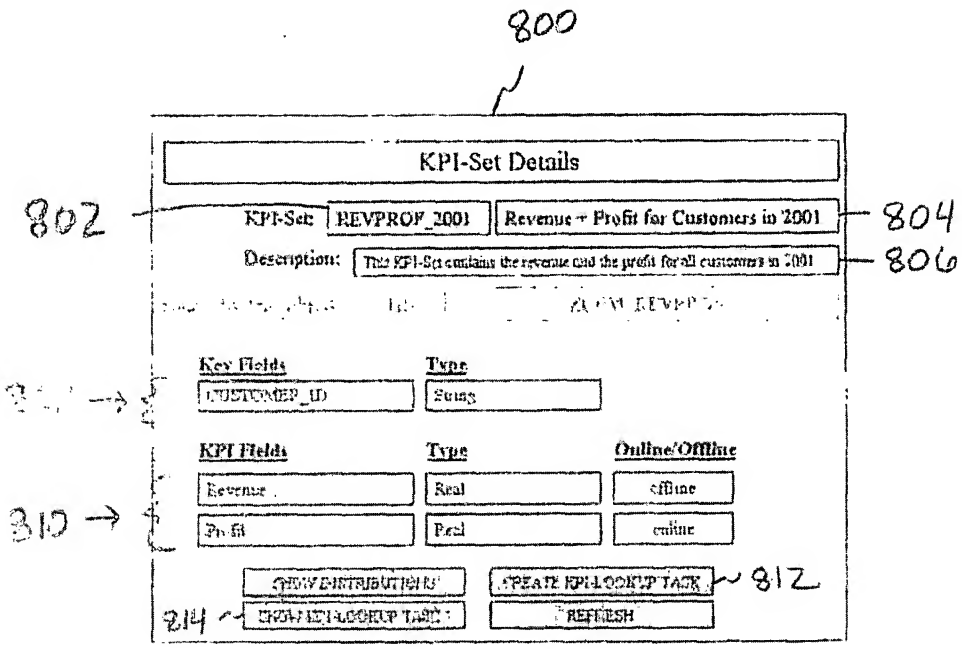

800
KPI-Set Details
802
KPI-Set:
REVPROF_2001
Revenue + Profit for Customers in 2001
804
Description:
806
Key Fields
Type
CUSTOMER_ID
String
KPI Fields
Type
Online/Offline
Revenue
Real
offline
Profit
Real
online
310
812
214

FIG. 8

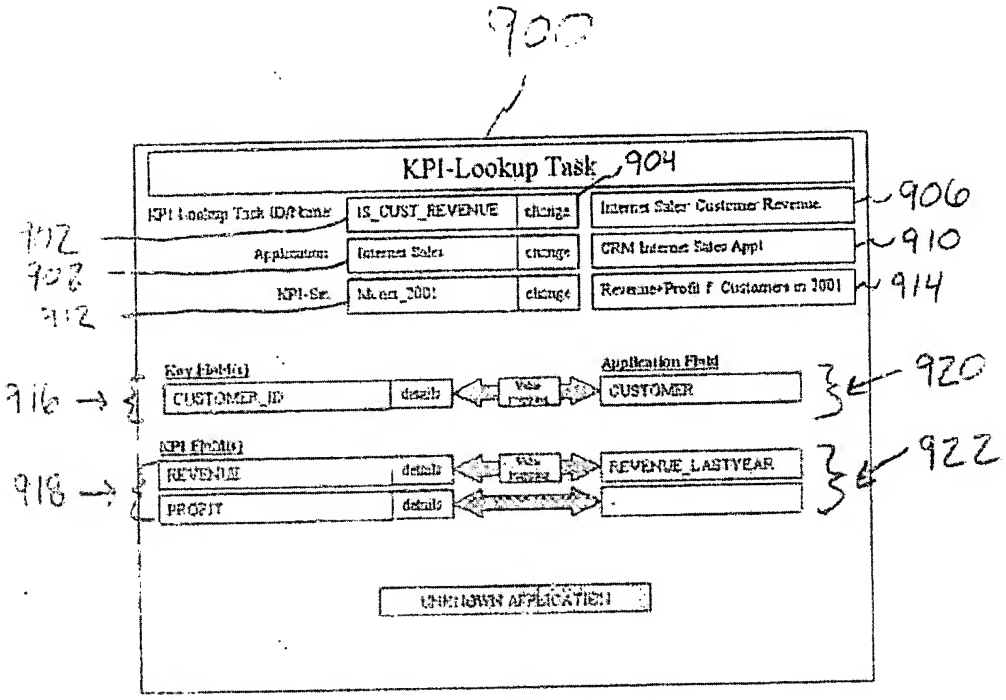

900
KPI-Lookup Task
904
906
910
914
902
908
912
916
918
920
922
change
details
CUSTOMER_ID
CUSTOMER
REVENUE
PROFIT
REVENUE_LASTYEAR

FIG. 9A

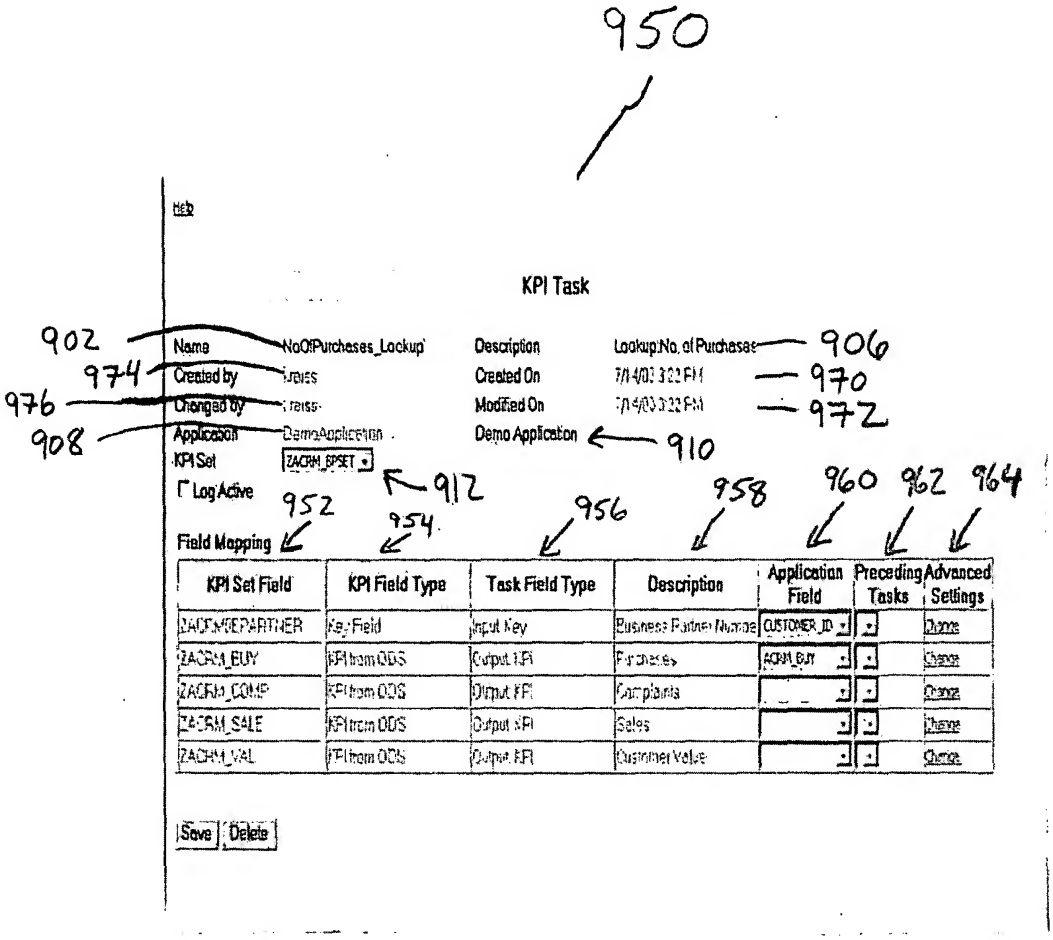

950
Help
KPI Task
902
974
976
908
906
970
972
910
912
952
954
956
958
960
962
964
Name
NoOfPurchases_Lockup
Description
Lookup:No. of Purchases
Created by
kraiss
Created On
7/14/03 3:22 PM
Changed by
kraiss
Modified On
7/14/03 3:22 PM
Application
DemoApplication
Demo Application
KPI Set
ZACRM_KPISET
Log Active
Field Mapping
KPI Set Field
KPI Field Type
Task Field Type
Description
Application Field
Preceding Tasks
Advanced Settings
ZACRM_BUSINESSPARTNER
Key Field
Input Key
Business Partner Number
CUSTOMER_ID
Change
ZACRM_BUY
KPI from ODS
Output KPI
Purchases
ACRM_BUY
Change
ZACRM_COMP
KPI from ODS
Output KPI
Complaints
Change
ZACRM_SALE
KPI from ODS
Output KPI
Sales
Change
ZACRM_VAL
KPI from ODS
Output KPI
Customer Value
Change
Save
Delete

FIG. 9B